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[54] **PROCESS FOR OPTIMIZING THE EFFECTIVENESS OF A HYPERTEXT ELEMENT**

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[57] **ABSTRACT**

A process for optimizing the effectiveness of a web site analyzes various hypertext variables of hypertext documents formed from Hyper Text Mark-up Language (HTML) to identify weak links in order to improve compliances with the business objective for the web site. A plurality of alternate hypertext documents are created and placed in parallel paths relative to the original hypertext document according to a predetermined distribution pattern which may be sequential, equal distribution or random distribution, for example. Accesses to the web site are redirected to the alternative hypertext elements transparently. Access logs for each of the alternative hypertext documents are analyzed to determine the most effective alternative hypertext document, according to a predetermined criteria. The most effective hypertext element is then substituted for the original hypertext element in order to improve the effectiveness of the web site.

8 Claims, 22 Drawing Sheets